

Table 5. Brands Where TITL #33 Tar Results Agree  
with PM Advertised Results BUT are Higher than  
PM Manufacturing Specifications (mg/cigt.)

	<u>QA 1990 Year Average</u>	<u>Specification Tar</u>	<u>Philip Morris Advertised Tar<sup>1</sup></u>	<u>TITL Market Sample #32<sup>2</sup></u>	<u>TITL Market Sample #33<sup>3</sup></u>	<u>TITL Market Sample #33 Rounded Values</u>
Cambridge Full Flavor 85	16.4	16.0	17	17	16.5	17
Cambridge Full Flavor 100	16.2	16.0	17	17	16.7	17
Commander King (NF)	23.0	23.0	26	26	26.4	26
English Ovals 85 (Box) NF	21.3	22.0	23	23	23.1	23
Marlboro Menthol 85	15.1	15.0	16	16	15.9	16
Philip Morris International 100 (Box)	16.1	16.0	17	17	16.5	17
Philip Morris International Menthol 100 (Box)	16.8	16.0	17	17	16.6	17
Players 70 NF (Box)	22.4	22.0	25	25	24.5	25

<sup>1</sup> Purcell, Clare, "Tar and Nicotine Numbers," memo to Distribution, August 23, 1990.

<sup>2</sup> Steele, William L., letter to William F. Kuhn, March 13, 1991.

<sup>3</sup> Steele, William L., letter to William F. Kuhn, March 11, 1991.